

U.S. Patent Application Serial No. 10/016,988

Docket: BS01371

Response to August 18, 2006 Office Action

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**RECEIVED  
CENTRAL FAX CENTER**

**Applicant:** William R. Matz, *et al.*

**Art Unit:** 2623

**Serial No.:** 10/016,988

**Examiner:** A.Y. Koenig

**Filed:** December 14, 2001

**Docket:** BS01371

**Title:** Methods and Systems to Perform Content Targeting

**JAN 18 2007**

**Conf. No.:** 4972

---

**AMENDMENT**

---

**Commissioner:**

The Assignee submits this response to the Office Action mailed August 18, 2006. The Assignee respectfully asserts that the pending claims distinguish over the applied references.